

ALLEY OF THE MOON
VINTAGE FESTIVAL

Twelfth Annual

Sept. 27 & 28, 1958

SONOMA • CALIFORNIA •

Price 25c

NINE MEDALS FOR 1958

won by the Wines of

Buena Vista

California's Oldest Winery
State Historical Landmark No. 392

BURGUNDY — Highest award, California State Fair.
Medal award, Los Angeles County Fair.

PINOT NOIR — Highest award, second consecutive year, Calif.
Silver medal, Los Angeles.

SHERRY ULTRA DRY — Gold medal, second consecutive year,
Los Angeles.

OTHER 1958 MEDAL WINNERS:

TRAMINER, WHITE RIESLING JOHANNISBERGER, CHAMPAGNE, AND ZINFANDEL.

*Visit the beautiful old Cellars where these wines were made,
and the Foundation Vineyards for the entire California wine
industry.*

Buena Vista Vineyards

The Haraszthy Cellars
Sonoma, California

Twelfth Annual

Valley of the Moon

VINTAGE FESTIVAL

Presented by the



SATURDAY & SUNDAY

September 27, 28, 1958

SONOMA



Welcome

Here in and around old Sonoma Plaza, the Community Center, Local Wineries and Historical Landmarks you will find waiting for you fun, entertainment, interest and historical information.



1958 Officers

President	ESTHER (Pagani) GOWANS
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Recording Secretary	LILLIAN KLEMMICK
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Pageant	Mrs. Charles Shegog

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Official Festival Photographer Richard O'Neil
Publicity Jerry Parker and Peggy Ray

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Mr. and Mrs. R. R. (Dal) Emparan	Mr. and Mrs. August Sebastiani

The Aims of the Valley of the Moon Vintage Festival Association

(A Non-profit Organization)



Visitors to this Twelfth Annual Vintage Festival may ask as many have "What is the purpose and what are the aims" of this group which each year gives freely of its time and energy to put on the Festival?

First, it designates a date to give thanks at Harvest Time when the grape vines — reproductions of Old World cuttings which made Sonoma Valley the birthplace of California viticulture — are heavy and the bright leaves provide the color and beauty to be found only in the Valley of the Moon. The Vintage Festival is presented each year at "Vintage Time" late in September, stressing the original major industry of the locality—wine making—with a background of Old Sonoma atmosphere.

As for the principal objectives — let us say that it is accepted as an enjoyable event which provides the people of the community and their friends, young and old, with a chance to have fun.

The Constitution of the Association contains two items of general interest: The first being "To produce, manage and direct an annual Festival to be known as The Valley of the Moon Vintage Festival", and the second item being "To sponsor and encourage the development of an historical environment where such a festival is to be held".

Specifically, this second item is interpreted as meaning the preservation of the historic buildings of Sonoma and the encouraging of new construction and remodeling to be undertaken in harmony with the old structures, with particular reference to the buildings facing the Plaza.

It is hoped that the Festival will stimulate the interest of Sonoma Valley citizens in their historic and picturesque environment and they will see fit to capitalize on their major assets — History, Architecture, Climate, Location.

The Association is composed of Sonoma Valley citizens who have a deep appreciation of these assets. They plan by the placing of markers and other means to further illustrate Sonoma Valley's history. There is enough of the original left to make it worth the effort.

Historical Sonoma is so worthwhile preserving!

Twelfth Annual
Valley of the Moon Vintage Festival

Friday, Sept. 26th "Kick-off" at Little Switzerland 8:30 p.m.
Costume Ball for Members and their guests.

Saturday, September 27, 1958

OFFICIAL OPENING CEREMONIES

At Mission San Francisco Solano de Sonoma.

11 a.m. Ringing of Mission Bells

Master of Ceremonies: Pat Doyle

Introductions:

Mrs. Joan McGrath, Mayor, City of Sonoma

Foreign Students from the International House, University of Calif.

Mrs. Esther Gowans, President, Valley of the Moon Vintage Festival Assn.

Local Vintners

Guest Speaker

Mr. Aubrey Neasham, Historian, State of California, Division of Beaches and Parks, Sacramento, Calif.

BLESSING OF THE GRAPES CEREMONY

In keeping with the tradition of the early Franciscan Padres, grapes will be blessed in front of Mission San Francisco Solano de Sonoma. Members of the Pageant cast, representing historical families and early day vintners, will portray this scene. Blessing by Padre Quentin Sullivan O. F. M. of St. Boniface Church, San Francisco. This memorable ceremony is conducted with the assistance of the Sonoma Valley Council, Y. M. I. and the St. Francis School Mothers' Club.



Program of Events

11:30 A.M. to 5 P.M.

Strolling Musicians (in and around Plaza)

11:30 A.M. on

FLOWER SHOW — CRAFTS — ART IN ACTION

(Community Center, Napa Street one block East of Plaza)

TEA ROOM OPEN.

THE BLESSING OF THE GRAPES



PADRE ALFRED BOEDDECKER, O.F.M.

Pastor of St. Boniface Church, Founder of St. Anthony's Dining Room, known as the "Miracle of Jones St." San Francisco. President of the Franciscan National Marian Commission.

The Blessing

O God, who for the welfare and happiness of mankind, didst create the fruits of the earth, we pray and beseech Thee that Thou wilt deign to look upon our fields and orchards and vineyards and continue to bring them in due season to blessed maturity.

We thank Thee for the richness of our soil in this Valley of the Moon, for the springs of water and for the rain, for the heat of the sun which swells the plants in the freshly cultivated fields, beautiful to the eye and promising a rich harvest, and for the grape clusters telling us of Thy bounty. May we be ever grateful for Thy many favors. May we bask in the warmth of mutual sincerity and grow into a lasting trust and love of Thee.

Amen

Program of Events Continued

11:30 A.M. on

In Plaza "GAY WAY" Booths for Merchandise and Food.

11 A.M. to 5 P.M.

"Little Festival" West side of Plaza. FUN FOR CHILDREN.

"Foreign Bazaar" at Ray Adobe, 205 East Spain St. (see program notes).

3 P.M.

Open Air Theatre in Plaza — "Stage Coach Days at the Blue Wing Inn." A Presentation by Sonoma Community Chorus. (See program notes in following pages).

5 P.M. to 8 P.M.

Smorgasboard Dinner — all you can eat — \$2.00. Social Hall Methodist Church, Patten Street and 1st Street East (1 block from Plaza)

6 P.M.

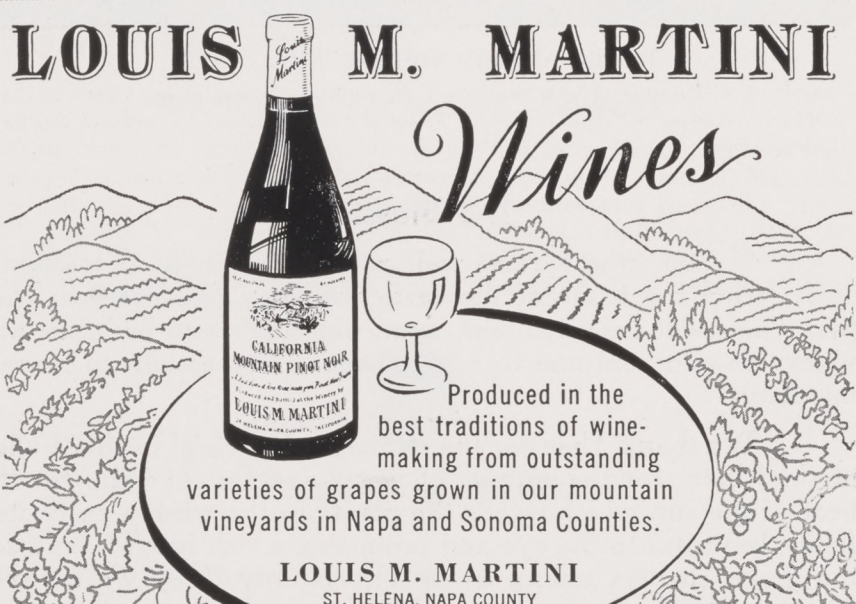
STRIKING OF COLORS. Boy Scouts — in Plaza.

8 P.M.

PAGEANT — "Mission San Francisco Solano de Sonoma" (in front of Mission). Get tickets for seats at Booth in Gay Way.

LOUIS M. MARTINI

Wines



Produced in the best traditions of wine-making from outstanding varieties of grapes grown in our mountain vineyards in Napa and Sonoma Counties.

LOUIS M. MARTINI
ST. HELENA, NAPA COUNTY
CALIFORNIA

Program of Events Continued

9 P.M. to 1 A.M.

"GRAPE HARVEST DANCE" Veterans' Memorial Bldg. 126 First Street West. Vintage Festival guests are invited after Pageant. — 5 Piece Orchestra — Door prizes. Admission \$1.00. Food and drinks available. Dancing in Small Hall for pre-teenagers. Exhibitions by children ages 5 to 14 at 10 o'clock. Director, Lucy Ricci.



SUNDAY, September 28

11:30 A.M. on

Strolling Musicians (in and around Plaza).

12 Noon to 6 P.M.

Adobe Grange CHICKEN BARBECUE \$1.25 — "Sloppy Joes" 35c. Community Center, Napa Street (1 block East of Plaza)

VISITORS WELCOME

Conducted Tours by Competent Guides

Through the Winery Daily 10 a. m. to 4 p. m.

OPEN EVERY DAY

ITALIAN-SWISS COLONY

ASTI, CALIFORNIA

Home of The Famous Asti Vineyards of Sonoma County, California

Sample These World-Famous Wines

Program of Events Continued

1 P.M.

CHILDREN'S PARADE. Line of March from Community Center on Napa St. to First Street East and around the Plaza.

11 A.M. to 5 P.M.

"LITTLE FESTIVAL" West side of Plaza. FUN FOR CHILDREN.

1 P.M. to 4 P.M.

Horseless Carriage Display, by Horseless Carriage Club of Santa Rosa.

1 P.M. to 4 P.M.

OLD TIMERS' REUNION, Southeast Corner of Plaza, opposite Simmons' Drug Store, Dal Emparan and Carrie Burlingame, Chairmen.

Good Places To Eat

BROADWAY CAFE

Broiled Steaks and Chops

Your Host: Mendel Cader

536 Broadway

Sonoma

CHEF CARDINI'S

Continental Cuisine

Glen Ellen, Valley of the Moon

WE CATER ANYWHERE

VERDIER'S RESORT

El Verano

Dinners - Cocktail Lounge

Orchestra Dancing Saturday Nights

Swimming Pool Accommodations

SONOMA GROVE

The Finest Food and Drinks

Cocktail Lounge

Bill and Dot Morgantini

Highway 12

SONOMA GOLF and COUNTRY CLUB

18 Hole Championship Course

Breakfast - Lunch

Special Banquets

SWISS HOTEL

Historical Landmark

Italian Dinners - Cocktails

Sonoma

Success to the Vintage Festival

PAUL'S RESORT

El Verano

LEE'S CHUCK WAGON

is the Place to DINE

The Welcome is Big

The Food Superfine

755 West Napa St., Sonoma

EL DORADO HOTEL

Italian Dinners - Cocktails

Sonoma

Program of Events Continued

1 P.M. to 5 P.M.

Eighth Annual Folk Dance Festival (Northwest corner of Plaza). See program notes in following pages.

3 P.M.

"STAGE COACH DAYS AT THE BLUE WING INN" a presentation by Sonoma Community Chorus in Open Air Theatre in Plaza. (See program notes in following pages).

8 P.M.

PAGEANT — "Mission San Francisco Solano de Sonoma". Celeste G. Murphy, author; George Andreini, director. (See complete pageant program in following pages).

7:30 P.M. to 10:30 P.M.

Folk Dancing and Exhibition. Veterans' Memorial Bldg. (no charge)

BOTH DAYS

10 A.M. to 5 P.M.

Vallejo Home and the Mission San Francisco Solano open. (The Mission contains a collection of paintings of all the Missions in the State by Chris Jorgenson). Historical Society exhibit upstairs in City Hall.

Sonoma County produces the Finest Wines



The history of wine-growing in the Valley of the Moon marks its beginning with the founding of the Mission San Francisco Solano de Sonoma by Padre Jose Altimira, and the planting there in 1824 of cuttings from vines brought from lower California by Fr. Junipero Serra. Today, a century and a quarter later, 13,625 acres of the finest varieties of wine grapes, valued at 16 million dollars, pay the farmer 2 million for his crop and employ approximately 2,300 workers the year round in the production of 5 million dollars worth of wine.

Sonoma County Wine Growers Association

Program of Events Continued

11 A.M. on

"Foreign Bazaar" Ray Adobe, 205 East Spaint St. (see program notes)

1 P.M. to 5 P.M.

OPEN HOUSE AT WINERIES — Buena Vista Vineyards, Sebastiani Winery, Hans Kornell Cellars.

1 P.M. to 5 P.M.

Arts and Crafts Exhibit — Community Center, 276 East Napa St. Open 12 A.M. to 8 P.M. Saturday. 10 A.M. to 8 P.M. Sunday.

ART IN ACTION — Community Center — 1 P.M. to 5 P.M. Daily.

ART EXHIBIT — Ruggles Store driveway and Plaza, also at Yates Studio 1st Street West. 10 A.M. to 6 P.M. daily.

"Crabtree Can Craft" by Marion J. Crabtree, Sonoma Community Center. Sponsored by General Vallejo Memorial Assn. Display of Ladies hats, flowers, garden scenes, lodge emblems, etc. made from the ordinary tin can. Prize winners from state wide fairs.

FLOWER SHOW — By the Valley of the Moon Garden Club, Florence Mathis, President, at Sonoma Community Center. Tea Room open.

Adobe Grange Chicken Barbecue on Sunday only—12 noon to 6 P.M., Community Center.

**100th Anniversary
1858-1958**

Greetings from the
**CHARLES KRUG
WINERY**

Napa Valley Wines
of
Character - Dependability
Reputation.

**Charles Krug
Winery**

C. Mondavi & Sons
owners

St. Helena, California

Open daily to visitors

COMPLIMENTS

**F. MANCUSO
WINERY**

*In the Heart of the
Valley of the Moon*

Makers of Fine Dry
Wine from the Finest
Type of Mountain-
Grown Grapes

Glen Ellen

Program Notes

The "Foreign Bazaar"

In the old world charm of the Ray Adobe, 205 East Spain St. rest in the shade and sample delicious and unusual pastries made by Sonoma's best Foreign cooks. Coffee and punch too.

Meet some of California's charming students from Foreign lands. Find a bargain among the many Imported Treasures, both old and new. Also for sale, charming miniature gardens and books.

A wishing well and a fishing well for the moppets.

Enjoy yourself and help us raise funds to bring a foreign exchange student to Sonoma High School.

The Little Festival

Just west of the City Hall is an area devoted to activities for the young folks. Here the Trinity Church School Mothers' Club has set up booths with a story-book theme and related games or items for sale.

"The Gingerbread House" provides refreshment under the direction of Mrs. Vernon Clark. The "Pirates' Treasure Chest" is stocked with "loot" (Mrs. Ed Buttrum). Those who are skillful with water pistol, pop gun, ball or bow, should visit "Robin Hood" (Mrs. Walter Watkins), "Little King Kong" (Mrs. Charles Allen), and "Jack-Be-Nimble" (Mrs. Charles Cochran).

A ring tossed for the golden egg is featured at the base of Jack's beanstalk, "The Giant Killer" (Mrs. Frank DeForrest). Muscle men can demonstrate their ability at "The House that Jack Built" (Mrs. Witt Hess). Even the toddlers can rescue a "kitty" from "Pussy-in-the Well" (Mrs. Howard Tose).

PAGANI BROS. WINERY

**Fine
DRY and SWEET
Wines**

Kenwood, Calif.



Valley of the Moon Winery

*in the heart of the
Valley of the Moon*



**Where Fine Wines
Are Made**

**E. Parducci and Son
7770 Madrone Road, Glen Ellen**

Program Notes Continued

Each of the afore-named chairmen will be assisted by mothers of children who attend the Episcopal Sunday School, and by members of the Y.P.F. Tickets should be purchased at the centrally located booth of Mrs. John Glaese.

Art Exhibits

Artists and craftsmen of Sonoma Valley and surrounding areas participate in the Vintage Festival for the sixth time this year with work displayed in three different places.

Paintings hang in the Community Center, 276 East Napa Street; the Ruggles Store driveway, First Street West opposite the Plaza; and the Yates Studio, 383 First Street West next to the Country Inn.

Crafts are displayed in the Community Center and the Yates Studio. Art-in-action is featured at the Center and Yates Studio both afternoons from 1 to 5 o'clock. Participating this year are Ida Day Degan, well-known sculptor now teaching at Santa Rosa Junior College; Margaret Armstrong, Santa Rosa floral painter, and Mina Elliott of Boyes Hot Springs who will demonstrate ceramic techniques working both days at the Center. At the Yates Studio, Sabina Yates will do a portrait in oil, John Ihle, instructor in art at San Francisco State College, and Maggie Ihle, commercial artist, will work in jewelry and illustration and demonstrate new techniques in print making.

All artists and craftsmen in the area are annually invited to show their work. There is no jury, no awards. General chairman is Ann Ruggles Scrimger. Helen Clary and Loanna Collins are co-chairmen in charge of crafts.

GLEN ELLEN

Fine Wines

and

GLEN HILLS

Grape Brandy

GLEN ELLEN

WINERY

and Distillery, Inc.

Glen Ellen, California

Palms Inn

Cocktails - Swimming

Dining

El Verano

WE 8-2992

Pioneer French Bakery

Pastry

Gratien Guerra

470 First East

Sonoma

Program Notes Continued

The Flower Show

The Valley of the Moon Garden Club will present for the seventh year the club's Flower Show in the Sonoma Community Center, 276 East Napa street, during the Vintage Festival. Florence Mathis is president of the club. Peter Yell is chairman for the event.

Members of this thriving club have arranged something different for your viewing pleasure and they all hope you will come, as you have in the past, to view their efforts.

In addition to the lovely flower show, the club will operate a tea room, where visitors may enjoy lunch before or after going through the flower show.

In one end of the display room at the show will be an exhibit of Dahlias by Peter Yell. At the other end, along the sides will be lovely displays entered by club members.

In the hall between the flower show and the tea room will be choice plants in cans, for sale.

You will be most welcome and you will not have seen the Valley of the Moon Vintage Festival in all its glory unless you see the Garden Show.

Flag Decorations

Festival visitors will view with interest the colorful flags which appear around the Plaza. These seven flags all flew over Sonoma during its thrilling history. Merchants and other building owners around the Plaza are cooperating in making flag display space available.

Homer R. Bosse

Realtor - Insuror

546 Broadway

Sonoma

Bates & Evans

Funeral Directors

Since 1879

Jane and Gail Fehrensen

Mission Chapel

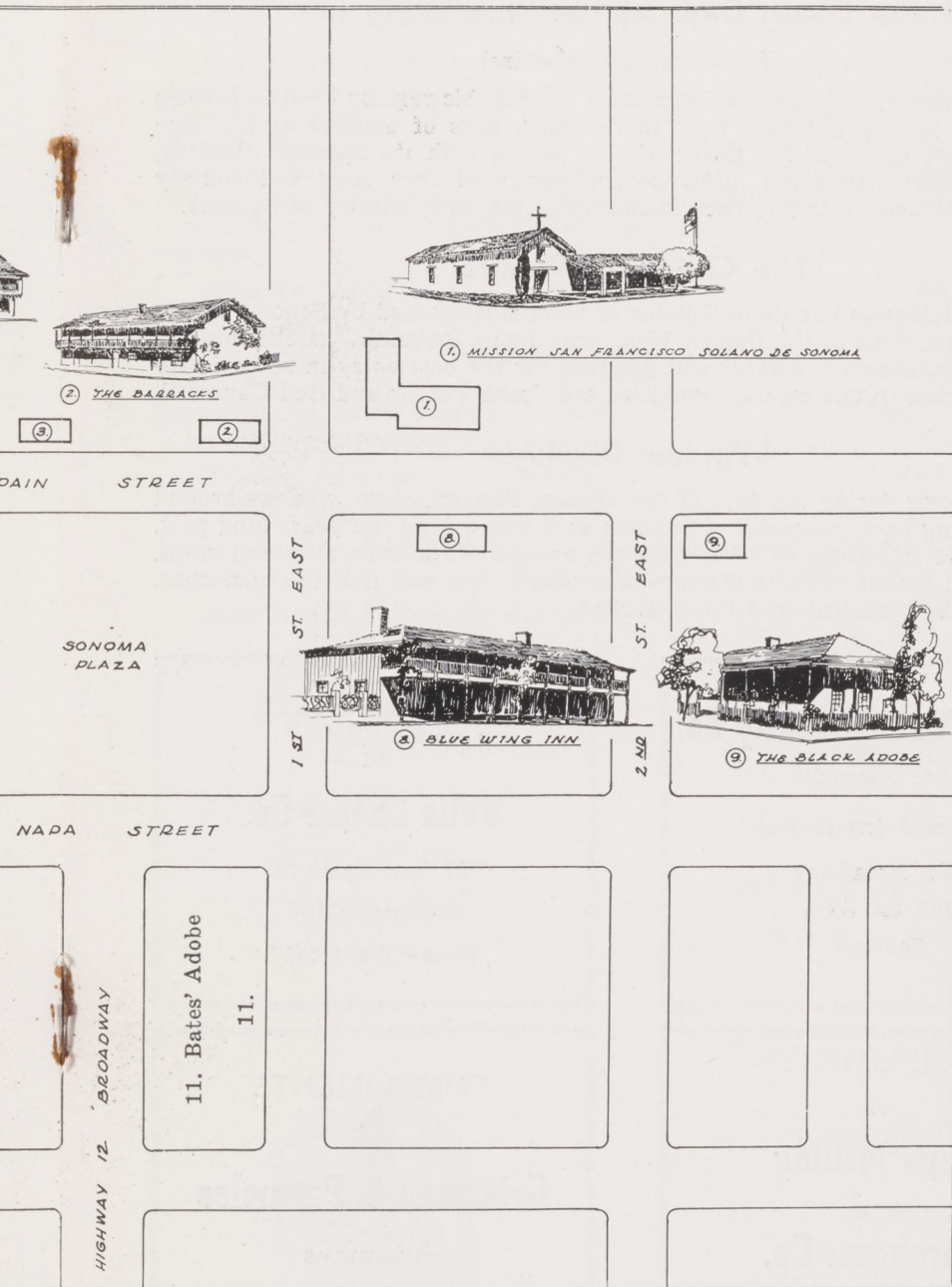
Mortuary

W. Napa St., Sonoma

James Bisso and Jack Bisso
Owners

G. H. Hotz Dept. Store

Sonoma



Program Notes Continued

Stage Coach Days at the Blue Wing Inn

(Plaza Open Air Theatre)

Presented by the Sonoma Community Chorus this regular Festival feature portrays life as it might have been in the early days of Sonoma at the Blue Wing Inn. The cosmopolitan flavor of this period with its Spanish, Mexican, Indian and Early American influence are portrayed thru song and comedy in colorful costumes bringing back memories of the early history of Sonoma.

The Children's Parade

The Children's Parade on Sunday at noon is sponsored by Sonoma Parlor No. 111, Native Sons of the Golden West, with Louis Pellandini as chairman in charge of arrangements. Awards will be given for the best entry in several different categories. Others on the committee are Frank Pensar and Bud Churchill.

Window Displays

Each year during the days of the Vintage Festival, store windows around the Plaza bring back memories of Sonoma as it was during the years long past. Treasures and mementos of other days are brought forth from attic and chest, and arranged for the visitor's pleasure and delight. You will find the humorous, the quaint, the beautiful, and the historical.

Sonoma Valley Realty Co.

J. A. Baccaglio

General Insurance

654 Broadway

493 1st West

Sonoma

COMPLIMENTS

of

Vella Cheese Co.

121 East Spain St.

Sonoma, Calif.

Phone WE 8-2927

COMPLIMENTS

of

Napa Milling

and

Warehouse Co.

Napa and First Street West

Sonoma

COMPLIMENTS

of

Grinstead & Parmelee

Attorneys

Sonoma

Program Notes Continued

Sonoma Community Chorus

The Chorus is an institution of long standing in Sonoma. It has presented regular concerts of Light Opera productions and Sacred Musical programs. This Christmas season will be the setting for the Seventh Annual Presentation of Handel's Messiah. Ernest Ashworth is chairman and extends an invitation to those interested to join with the members in the musical productions of the coming year. The chorus meets regularly every Monday nite at the Community Center. Mrs. Winifred Oberle is the Accompanist, but at present is on leave of absence.

Director Dorothy Arden Pingree

Accompanist George Scrimger

ENSEMBLE

Sopranos and Altos: Evelyn Ashworth, Margaret Bihn, Peggy Dunbar, Mary Dutton, Zoe Dwinell, Jean Ferroggiaro, Evelyn Gregory, Ruth Harris, Gerry Howard, Barbara Moore, Pat Miller, Peggy Ray, Jewel Richardson, Myra Tyler, Joyce Walling.

Tenors and Bass: John Andrews, Ernest Ashworth, George Angove, William Bihn, Vincent Dold, Tom Gould, Cliff Miller, Gerald Miller, Ted Moore, Gene Moretton, Dan Ruggles, Howard Verbeck.

Valley Mart

Sonoma Valley's Newest
Super Market
520 West Napa
Sonoma

Food City

On the Plaza
OPEN 7 DAYS A WEEK
8:00 a. m. to 9:00 p. m.



Office: Next to Sonoma P. O.

Londonside

For Drinks and Fun
Glen Ellen, Calif.

Program Notes Continued

Old Timers' Reunion

As has been their custom during Vintage Festival time the Sonoma Valley Historical Society will provide a meeting place for old timers who return for the festivities where they may register, rest and greet old friends. This will be in the usual place on the Southeast side of the Plaza. Chairmen: Dal Emparan and Carrie Burlingame.

VALLEY OF THE MOON SWINGERS

Each year the Swingers hold their annual Folk and Square Dance Festival on Sunday from 1:30 to 5:30 p.m. during the annual Valley of the Moon Vintage Festival. Dancing Sunday afternoon in the Plaza, adding a very festive touch to varied program of the Festival. Evening dancing and exhibitions are held in the Memorial Building, program starting at 7 p.m.

Officers of the Organization

Bill Siwan, President; Vivien Spencer, Vice President; Rochelle Gray, Secretary; Magrita Klassen, Treasurer; Evan Sprague, Advisory.

Masters of Ceremony

Louie Mugele, Wendel Schaal, Frank Bacher, Herb Klassen, Jack Brown-ing,, Bill Siwan, Jesse Johnston, Evan Sprague, Jim Hien.

Square Dance Callers

Gary Kershner, Ursula Mooney, Stan Valentine, Bill D'Alvy, Dan Howe.

Exhibition Groups

Petaluma International Folk Dancers
Oakland Recreation Dance Arts
San Leandro Folk Dancers
San Francisco Dance Guild
International Dance Theatre

Petit Ensemble
Pan Pipers
Rikudom
Vallejo Folk Dancers
Terpsichoreans

Little Switzerland

A good place to have fun in the
Valley of the Moon

Old Fashion Dancing

Every SATURDAY EVENING
and SUNDAY AFTERNOON

El Verano

Albert and Emma Ryser, Props.

The Green Tree

• A Modern Nursery
Dick Terril

Craig Ave., El Verano

Wilson's Saw Shop

Locksmith and Keys

677 1st West

Sonoma



Mission San Francisco Solano de Sonoma Pageant

Author:

CELESTE G. MURPHY

Director:

GEORGE ANDREINI

Mission Pageant Players:

MRS. CECILIA SHEGOG, Chairman

Narrator:

JOE FABBIANI

Mission San Francisco Solano de Sonoma Mission Pageant

Time 1823-1862

EPISODE I

Padre Jose Altimira, a Franciscan friar of great ambition, desired to found a chain of Missions in Northern California to convert and civilize the Indians, just as had Father Junipero Serra in the south. He was not encouraged by church authorities but won the consent of Governor Arguello of California largely because of the deterrent effect the establishment might have on the Russian colony established in 1812 on the north coast of what is now Sonoma county.

Peter Pan Cleaners

488 First St. East

Sonoma, Calif.

WE 8-5713

Highway Garage

H. J. Norrbom

Sonoma

A & D Farmers Market

AND ORCHARDS

"We Grow Our Own"

Highway 12, South of Sonoma

Louie Minelli

Wholesale Fruits & Vegetables

Sonoma, Calif.

WE 8-3707

The Pageant Continued

SCENE 1

(Time: 1823)

Padre Altimira plants the Cross and founds the Mission San Francisco Solano de Sonoma in the presence of Mexican soldiers who raise the flag of Mexico upon Sonoma's soil.

The padre invites the Indians to put on their tribal dancing, thus hoping to impress the heathens with their part in the Mission's founding and its implication.

SCENE 2

(Time: 1824)

Dedication of the Mission in this then lovely wilderness. Russian colonists come down from Fort Ross bearing gifts for the altar, and to witness the ceremony.

SCENE 3

(Time: 1828)

Padre Altimira has been successful, converted many Indians and planted large acreage to grapes, fruits and flowers. Despite his efforts he received little or no encouragement or protection from the Mexican authorities.

Davis Chevron Service

Free Pickup and Delivery
Sonoma

Compliments of

Dal Poggetto & Duffy

Attorneys
Sonoma

Compliments of

Donald F. Canevari

Insurance Broker
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Sonoma Ice Delivery

Ice Cold Beer & Soda
Visit Our Beer Bar
428 First St. E.

"YOURS FOR LIFE"

Robert A. Miller

Insurance Exclusively
Sonoma Santa Rosa, Calif.

"Everything for the home"

SHERMAN'S

Furniture, Carpets, Draperies
Four Corners, Sonoma

B & L

Refrigeration & Laundromat
Boyes Hot Springs

Bear Flag Tea Room

BARRACKS BUILDING
38 Spain St. Sonoma

The Pageant Continued

The Mission settlement is threatened by wild Indian tribes, so the Padre, chiding himself on material success, decides to leave his loved Mission and eventually returns to his native Spain.

EPISODE II

(Five Years Later)

The Mission vines come into bearing and Padre Lorenzo Quijas, successor to Padre Altimira, celebrates the grape harvest. After the blessing of the grapes, the Mission Indians put on their harvest dance.

Padre gets warning that savage Indians may attack the Sonoma Mission and destroy it. He implores Divine protection.

EPISODE III

Mission influence wanes and Governor Figueroa of California sends General Mariano Guadalupe Vallejo to take over the Mission settlement, found the pueblo of Sonoma, build barracks and lay out the plaza.

Scene opens with Gen. Vallejo interesting himself in the success of Sonoma's grape production. He has invited friends and notables to a wine tasting party, the first vintage from the Sonoma Mission grapes.

Dairy Belle Freeze

Broadway & Malet St., Sonoma
A complete Fountain and Food
Drive-in

Broadway Market

Smoked Meats a Specialty
Four Corners Sonoma

Al & Fay Farmer's

4 Corner's Cafe

Pizza — Steam Beer
Lower Broadway Sonoma

BANCROFT'S

Valley of the Moon

NURSERY

Broadway & Chase Sonoma

Gallo Bros.

Plymouth - DeSoto
Sales and Service
Boyes Hot Springs

BOYES SPRINGS FOOD CENTER

Boyes Hot Springs
Horace Smario & Frank Del Rosso

Boyes Springs Bath House

Swimming
for the whole family
Boyes Hot Springs

Adobe Drug

Prescription Specialists
1st Street West Sonoma

The Pageant Continued

Russian royalty from Ft. Ross, including the niece of the Czar, Princess Helena, and her husband, Count Rotcheff, are invited to the festivities. Vallejo's ally, Chief Francisco Solano, and other Indian chiefs are present. Solano plots against the Russians, while secretly admiring the beautiful Princess.

Following entertainment by the colonists, Chief Solano disappears and after the Russians leave and as Spanish music is being played the Indian Chief Solano suddenly reappears and confronts Vallejo, vowing vengeance on the Russians. The Indian is again the savage and is girded for war. Vallejo restrains him, promising to drive the Russians from California forever. He immediately hastens to the rescue of Count Rotcheff and the beautiful Russian Princess Helena, circumventing the Indian plot.

General Vallejo takes official action, delivers his ultimatum to the colonists, thus ending Russia's dream to possess California.

EPISODE IV

Americans incensed over Mexican General Castro's threats to drive all Yankees out of California, descend upon Sonoma June 14, 1846, pull down the Mexican flag, place General Vallejo under arrest and make and raise their Bear Flag, emblem of the California Republic.

EPISODE V (26 Days Later)

Sonoma Under the American Flag.

Mendel's

Boyes Hot Springs

Across from Plaza

Spanish & American Foods & Pizza

Resort Club

Boyes Hot Springs

Open Year 'Round

(Next door to Firehouse)

Valley Drug Store

Pine Wagner

Reliable Prescriptions

Boyes Hot Springs

Open 7 days a week



Free Delivery

WE 8-4141

Compliments of

Kruger & McMahon

Attorneys at Law

Sonoma

Greengrass

Real Estate

Boyes Hot Springs WE 8-4731

Parsons

Lumber & Hardware Co.

Boyes Springs WE 8-2140

Delaney's Richfield

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The Pageant Continued

SCENE 1

When the United States Navy sailed into Monterey bay and took possession of the California capitol, the American Flag was raised and Lt. Jos. Revere was dispatched to Sonoma where he raised the Stars and Stripes in the presence of Mrs. Vallejo, wife of the General, and Mrs. Rosalie Leese, sister-in-law of the General.

SCENE 2

General Vallejo's success in grape growing and wine making in Sonoma Valley attracts the attention of Count Agoston Haraszthy, a Hungarian nobleman who seeks freedom and opportunity in America. The Haraszthy family arrive in Sonoma and are given a welcoming party by the Vallejos and the townspeople.

Memories of old Hungary are visioned and stirred by old country dancing.

SCENE 3

(Time: July 4, 1862)

Haraszthy, like Vallejo, achieves great success. He highly improves his Buena Vista acreage, planting it to the topmost ridge with grapes and building extensive cellars.

Sonoma Valley vineyardists gather on the street in front of the Mission July 4th to discuss their crops and working conditions in the vineyards. General

Wm. G. Raymond

Land Development
Real Estate — Insurance
Sonoma, Calif.

Sycamore Lodge Resort

Boyes Hot Springs WE 8-9983
Welcome Vintage Festival
Visitors

Imperial Gas Company

248 W. Napa St.
Sonoma, California
Webster 8-4654

VALLEY OF THE MOON CLEANING PLANT

2 hour service Free Delivery
17533 Sonoma Highway
Boyes Hot Springs WE 8-5830

Steiner's Tavern

Sonoma

Compliments of The Country Inn

110 West Spain St.
Sonoma

Sonoma Valley Laundry

530 Broadway Sonoma

Frank's Fine Foods

Arnold Drive
El Verano

The Pageant Continued

Vallejo and Count Haraszthy learn of the romance that will unite the families.

SCENE 4

(Time: June 1, 1863)

The double wedding processional of Jovita and Natalie Vallejo and Atilia and Arpad Haraszthy follows the nuptials at the Mission church. Music and rejoicing, introductions, congratulations, a memorable toast, chorus numbers and dancing.

Grand finale and end of Pageant.

Historical Pageant

The Old Mission will be the background for the 1958 pageant, given each evening at 8 p.m. It was especially written by Mrs. Celeste G. Murphy for the Pageant Players organized by Mrs. Charles Shegog two years ago, with the idea of making the Mission San Francisco Solano de Sonoma Pageant an annual production. Mrs. Shegog is a grand-niece of General Vallejo. Descendants of old Sonoma families and other local residents make up an all local cast.

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Next to Bank of America

Sonoma

Harold's Shoe Store

519 Broadway

Sonoma

Pageant Cast

Padre Jose Altamira.....	Ralph Holz
Ensign Sanchez.....	Elio Ramacciotti
Padre Lorenzo Quijas, a Mexican Padre.....	Pat Doyle
Mexican Maiden.....	Jackie Brackett
Bell Ringer.....	Dennis Ricci
Mexican Scout.....	Peter Duffy
Gen. Mariano Vallejo.....	R. R. Emparan
Francisca Carillo Vallejo, his wife.....	Julia Emparan
Vallejo Children.....	Barbara Doyle, Jeanette Maffei
Capt. Salvador Vallejo.....	Joe Matteoni
Chief Solano, Vallejo's ally.....	Judge Newton Dal Poggetto
Princess Helena, niece of the Czar.....	Helene Dal Poggetto
Count Alexander Rotcheff.....	Jack Bisso
Russian Priest.....	Eugene Mathieu
Don Timeteo Murphy, major domo of San Rafael.....	James McDermott

Pioneer Women.....Jerry Graves,
.....Henrietta Handel, Hazel Weller

Bear Flag Men.....Les Handel, Ralph Hamiter,
.....Henry Primbsch, Elio Ramacciotti,
.....Joe Fabbiani, Jim Watkins

Lieut. Ford of Bear Flag Party.....Peter Kiser

William Ide.....Leslie Thorpe

Lt. Jos. Revere, U.S.N.....Charles Henderson

Mrs. Rosalie Leese.....Hazel Brandt

Count Agoston Haraszthy.....Waldron Parker

Mrs. Haraszthy.....Berta Parker

Arpad Haraszthy.....William Grecian

Attilo Haraszthy.....Bob Brown

Natalia Haraszthy.....Eileen Brown

Jovita Vallejo.....Jane Grecian

Rev. Father Deyaert.....Pat Doyle

The Brides — Jovita and Natalia Vallejo.....
.....Jane Grecian, Eileen Brown

The Grooms—Attilo and Arpad Haraszthy.....
.....Wm. Grecian, Bob Brown

Guitar Players.....Richard Reyes, Roger Montana

Solo Dancers.....Jackie Brackett, Dennis Ricci

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Sonoma

Gibby's Delicatessen

171 West Napa

Sonoma

The Vineburg Inn

Famous Italian Dinners - Cocktails

Your Hosts John and Florence

Vineburg

Pageant Cast Continued

Chinese Vineyard Workers....Barbara Riebli,
Adriene Clauson, Sue Ann Bruzzone,
Yvonne Poirer, Gale Stovall

Townspeople.....Mr. and Mrs. Leslie Thorpe,
Peggy Henderson, Mrs. Ralph Ham-
ter, Lynn Dal Poggetto, Sandy Dal
Poggetto, Thora Nielsen, Leona
Nielsen, David Browning, Dale Ricci,
Gary Zepponi, Paul Ramacciotti, Jo-
seph Bacher, Joyce Ramacciotti

Mexican Maidens.....Virginia Reyes,
.....Jenny Montana

Indians....Chiefs, Hugh Duckett, Harry Wilson,
Harry Rhode; Indian Dancers: Ken
Solen, Don Carpenter, John Merritt,
Dennis Flood, Sher Singh, Eddie
Kucher, Denny Lambert, Bill Taylor,
Daryl Gonder, Charles Cook, Tim
Gilmore, Bob Enos, Steve Williams,
Ralph Arnold, Grace Woll, Jackie
Newman, Sissy Batto, Karen Kramer,
Sandy Kiser, Jai Singh, Teddy Dun-
lap, Phyllis Haver

Other Dancers....Ann Chapanot, Bill D'Alvy,
Frances Terril, Richard Terril, Lucy
Ricci, Al Ricci

Stage.....Jeannette Nixon, Ray Nixon, Lois More, Carol Bisbee, Geo. Gallegras, Jim Archer
Lights.....George Streiff, Carl Gibson
Sound.....Bill Weller, Morris Campbell
Makeup.....Vicki Matteoni, Doretta Shaw, Albie Bianchini

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West Napa St. Sonoma

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Orsoe Feed & Milling Co.

159 West Napa
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Boyes Hot Springs WE 8-2001

Ted Riboni and Ed Ferando
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Sonoma

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Sonoma

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Sonoma

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Sonoma

Rustic Inn
Glen Ellen

Diekmann's
Valley of the Moon Market
Glen Ellen

Valley of the Moon
Variety Store
Glen Ellen

Jim Norrbom
Glen Ellen Garage
Glen Ellen

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VINTAGE FESTIVAL NOTES

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Sonoma

Lois' Dress Shop
Sonoma

Townsend's
Sonoma

Mission Hardware Company
Sonoma

Lee's Signal Service
899 Broadway Sonoma

Snack 'n' Yak
Fine Foods
Sonoma Highway

Buena Vista Grocery
B. Von Sydow

Williams Roofing
WE 8-3519
Boyces Hot Springs

Frank's Trading Post
Fetters Hot Springs

Glen Ellen Liquors
Glen Ellen

Fritz's Grocery
Glen Ellen

Plaza Barber Shop
Sonoma

Compliments of
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Boyces Hot Springs

Emrys Williams
Sonoma

John Gilcrest
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PARKSIDE
Jack Jenkins
Sonoma

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Real Estate & Insurance
Boyces Hot Springs

Thanksgiving

The Valley of the Moon Vintage Festival is taking this opportunity to thank each and every one of the many workers who have spent so much time and effort in making this festival a success.

Also a sincere "Thank you" to our Valley neighbors and all our friends in and around Sonoma who have contributed by advertising and sponsoring this program.

To us in Sonoma today, the Grape is the symbol of our Thanksgiving for the material and spiritual abundance of our life here in this verdant Valley, about which Luther Burbank once wrote, "I firmly believe from all I have seen that this is the chosen spot on all the Earth."

It is the symbol of our thankfulness for our predecessors, who recognized over a hundred years ago the wonderful possibilities of the Valley and who developed it as our heritage.

It is a symbol of the originators, founders and developers of the Vintage Festival idea, in whose footsteps we humbly follow, grateful for our opportunity to work with our Valley neighbors in the happy task of preparing for this Festival.

Board of Directors
Valley of the Moon
Vintage Festival Association
(A non-profit organization)



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